

## Analyzing Persuasive Techniques

Name:		
Persuasive Technique		
Purpose	Engage reader and establish context	
	Develop a controlling idea that conveys a judgment	
Audience	Understand and address needs of audience	
Evidence	Provide details	
	Provide reasons	
	Provide examples	
Concerns and Counter Arguments	Anticipate and address reader concerns	
	Address reader counter-arguments	
Conclusion		